The Purple Pound
Volume and Value of Accessible Tourism in England

**Trips and spend**
Trips taken by those with an impairment and their travelling companions

- **£12BN** spent on trips where a member of the party has an impairment
  - **£3BN** domestic overnight trips
  - **£9BN** inbound trips

**Contribution to domestic tourism**
Trips taken by those with an impairment and their travelling companions

- **16%** of total spend
- **25%** of overnight trips
- **46%** of all day visits

**Did you know?**
Trip length and spend
Longer stay and higher spend

- Average length of stay: 2.9 nights
- Average spend: £210

**Traveller impairment breakdown**

<table>
<thead>
<tr>
<th>Impairment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deaf or Partial Hearing Loss</td>
<td>24%</td>
</tr>
<tr>
<td>Learning Difficulties</td>
<td>5%</td>
</tr>
<tr>
<td>Mobility Impairment (Non-wheelchair user)</td>
<td>6%</td>
</tr>
<tr>
<td>Mobility Impairment (Wheelchair user)</td>
<td>6%</td>
</tr>
<tr>
<td>Blind or Partially Sighted</td>
<td>8%</td>
</tr>
<tr>
<td>Long-term Illness</td>
<td>46%</td>
</tr>
</tbody>
</table>

**Source:** GBTS 2015 and GBDVS 2015